

REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS
OF SAN BERNARDINO COUNTY, CALIFORNIA
AND RECORD OF ACTION

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February 25, 2003

FROM: JAMES A. FELTEN, Public Health Programs Administrator
Department of Public Health

SUBJECT: GRANT AGREEMENT WITH THE PUBLIC HEALTH INSTITUTE FOR THE
CALIFORNIA CHILDREN'S 5 A DAY POWER PLAY! CAMPAIGN

RECOMMENDATION: Approve terms and conditions and accept grant agreement No. 1006253 between the County (Department of Public Health) and Public Health Institute (PHI) in the amount of \$175,000 for the *California Children's 5 a Day Power Play! Campaign* for the period of January 1, 2003 through December 31, 2003.

BACKGROUND INFORMATION: Since 1994, the State Department of Health Services (DHS) has funded the *California Children's 5 a Day Power Play! Campaign* using Public Health Institute (PHI), a non-profit organization, to administer the statewide program in cooperation with DHS. San Bernardino County has participated in this program since 1999. On September 21, 1999, the Board approved submission of a grant application to PHI to fund the program in San Bernardino County. On April 4, 2000, the Board approved the initial grant agreement with PHI for this program for the period of December 15, 1999 to February 28, 2001. Funding is renewed annually. The San Bernardino County Department of Public Health (DPH) has been designated as the lead agency for the Inland Empire Region, which is comprised of San Bernardino and Riverside Counties.

On February 26, 2002, the BOS approved an agreement with PHI in the amount of \$100,000 for the period January 1, 2002 through December 31, 2002. This item requests approval for an additional grant agreement with PHI in the amount of \$175,000 for the period January 1, 2003 through December 31, 2003. Of the total grant amount, the additional funding in the amount of \$75,000 is designated for the State's Buy California campaign. The proposed agreement includes \$38,000 designated for activities in Riverside County. The Department will return to the Board of Supervisors for approval of the service contract with Riverside County. The balance of funding for the agreement with PHI, \$137,000, is for program service delivery in San Bernardino County. This grant agreement is being submitted to the Board late because the Department received it from PHI on January 23, 2003.

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For the 2003 grant period, the 5 a Day grant amount has been augmented with additional funding from the Governor's Buy California Initiative through the California Department of Food and Agriculture. The Governor's Buy California Initiative is a cross-commodity marketing campaign designed to encourage Californians to buy and consume California-grown agricultural products. The 5 a Day campaign encourages and promotes the consumption of at least 5 servings of fruits and vegetables daily. With the addition of the Buy California funding, the program will promote the purchase and consumption of California-grown fruits and vegetables.

Program Goals

The goals of the program are to encourage healthy eating habits and to increase children's consumption of fruits and vegetables to 5 daily servings. National data provided by the US Department of Agriculture indicates that only 26% of children eat the recommended 5 servings of fruits and vegetables a day, with consumption being lowest among six to eleven year olds. The program targets school districts in the two counties where 50% or more of enrolled children are income eligible for free or reduced cost school meals. The program also aims to increase physical activity by children to 60 minutes daily.

To support the program, the State has developed resource and education materials that will be distributed by the regional programs. These materials will be provided through school districts to students in fourth and fifth grade classrooms, community youth organizations serving nine to eleven year olds, farmers' markets and supermarkets, food service establishments, and through local media such as radio, newspapers and TV. In the Inland Empire Region, the program will target 28,000 children, representing 50% of the region's nine to eleven year old children from low-income families.

REVIEW BY OTHERS: This item has been reviewed by County Counsel (Charles Larkin, Deputy County Counsel) on February 7, 2003. This item has also been reviewed by the County Administrative Office (Beatriz Valdez, Administrative Analyst) on February 4, 2003.

FINANCIAL IMPACT: Approval of this contract requires no local cost. All expenditures are reimbursable through the grant agreement with Public Health Institute. The Department anticipated expenditures and revenues for this program in the amount of \$175,000 and included \$87,500 for this agreement in its FY 2002-2003 budget. The FY 2002-2003 budget includes funding from the agreement for the period of January 1, 2002 through December 31, 2002 in the amount of \$48,750, and \$87,500 from the proposed agreement for calendar year 2003. The remainder of the proposed agreement, in the amount of \$87,500, is attributable to FY 2003-2004 and will be included in the Department's proposed budget.

SUPERVISORIAL DISTRICT (S): All

PRESENTER: James A. Felten, Public Health Programs Administrator (909) 387-9146